

Business-building client content

RETIREMENT PLANNING

Life insurance is here to provide a valuable death benefit. But if you're looking for ideas to help expand your business, there's an important market you don't want to miss: life insurance as part of a retirement plan.

Use the below resources for ideas to help position this offering, inform clients, or market your business on social media!

Retirement Planning Consumer Flyer

Tax Diversification Consumer Flyer

Retirement Planning Consumer Video

Blog Posts:

Position yourself as a valuable resource and share value-add content on your social media accounts or directly with clients who you think would benefit from each topic.

- [How can a life insurance policy help with retirement](#)
- [Unexpected costs in retirement you should know about](#)

Social Posts:

Did you know, nearly half of all people have turned to a social media platform to look for financial information, including an advisor to work with?¹ Get social to stay top-of-mind and share these pre-approved posts on your platform of choice!

ARE YOU READY?

In a recent study from North American, 41% gave themselves a C- or lower on their retirement planning.

Financial help to your family in a time of need

Supplement to retirement income

Pay medical bills during an illness

1. 2020 Insurance Barometer Study, LIMRA and Life Happens

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